

AMENDMENTS TO THE SPECIFICATION

Please replace paragraph 3 with the following:

[0003] When a consumer “enters” one of these web sites, be it a general travel web site or a web site dedicated to an individual rental car company, the consumer’s web browser receives data from the web server that hosts the site, and causes the appropriate web pages to be displayed on the customer’s computer monitor. The consumer is requested to enter data into various fields displayed on one or more of the web pages that make up the web site. Typically, the data solicited by the web page forms the basis of a search to be performed by backend systems operated by the proprietor of the web site. Typical data requested of the customer include the location where a vehicle is to be picked up and where it is to be dropped off, the dates for which the vehicle is needed, and the type of vehicle desired. The consumer may also be asked to enter personal data such as his or her name, address, credit card number and so forth.